

Media Pack

Your guide to capturing the student market at the University of Worcester

2024-25



Online Media • Print Media • Onsite Promotion • Welcome Festival

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Why advertise with us?

Worcester Students' Union is the ideal place for you to advertise your services to the student population in Worcestershire. We know our students inside and out, and we have range of fantastic advertising opportunities to ensure our partners receive maximum exposure.

The University of Worcester has a student population of 9,000. This includes full-time undergraduates, part-time postgraduates, and students studying professional courses such as Nursing and PGCE. All students at the University are members of Worcester Students' Union, meaning we have direct access to this diverse customer base. By advertising with us, you will have access to a vibrant student community through an organisation that they trust.

We have a wide range of opportunities for you to promote your business. This pack will provide you with a summary of all of the advertising opportunities available to you. If you have an idea of how to get your brand out there that is not included in this pack, please get in touch with us and we can discuss your ideas further.



Welcome Festival 2024

Our Welcome Fair is one of our biggest events of the year, where we welcome all of our new and returning students back to the University ahead of the new academic year.

Book a promotional stand at our 2024 Welcome Fair and you'll be able to catch all of our students in one place. Over **3,000** students attended our 2023 Fair, making this a superb opportunity to build brand awareness and loyalty with our students right at the beginning of their university journey.

Our 2024 Welcome Fair will be taking place on **Wednesday 18th September** at the University of Worcester Arena. The price for a standard stall starts at **£400**, **£200** for not-for-profit and charity organisations, with a number of packages available.

Premium stall
(2x 6ft tables, electricity guaranteed) - **£750 + VAT**

Single stall standard
(1x 6ft table) - **£400 + VAT**

Single stall charity rate
(1x 6ft table) - **£200 + VAT**

Bespoke package – **prices negotiable**

For more information, or to book a stall, please contact us via **WSUcommercial@worc.ac.uk**



Social Media

Our social media platforms are one of our most effective methods of communication with our members, and are continually growing and reaching more students every day. We can interact with our students in real-time and react to their needs and interests.



9,000 Facebook Followers



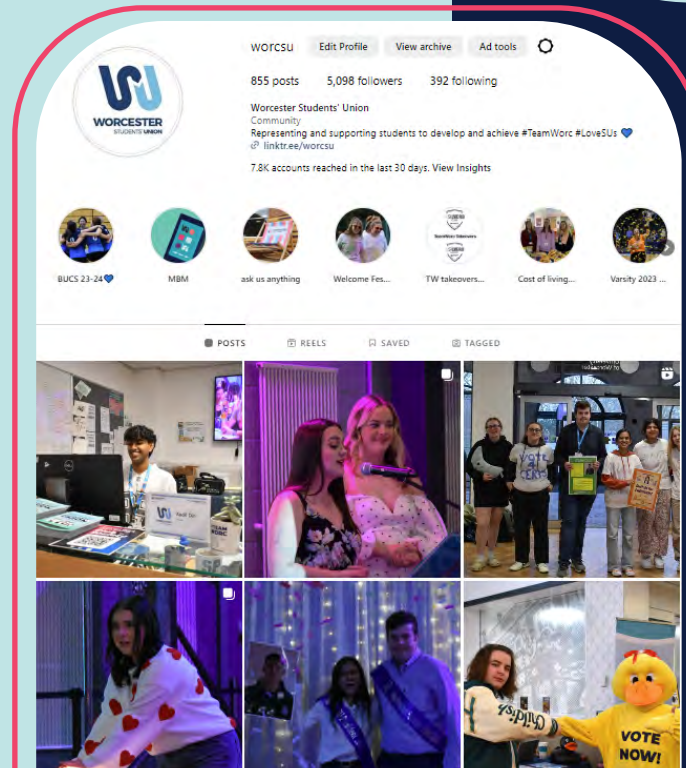
5,000 Instagram Followers

By advertising through our social media channels, you will have direct access to thousands of students in an ever-growing market.

2 Facebook Posts - £150 + VAT

2 Instagram Posts - £150 + VAT

2 Facebook and 2 Instagram posts – £250 + VAT

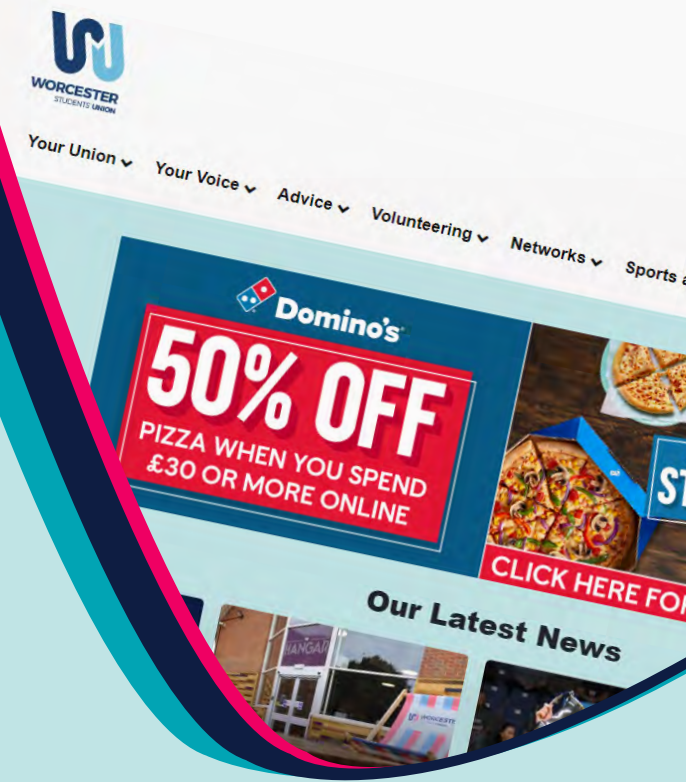


Website Advertising

Our website – **www.worcsu.com** – is one of the primary points of information for our students. We have an average of **40,000** page views from **5,000** viewers each month, with even higher use and engagement during some of the busier periods of the academic year.

You can use this engagement to your advantage by placing a banner advert on our homepage for all our existing and prospective students to see. You can also take advantage of high traffic to specific areas of our website during key periods of the academic year, such as Welcome Festival and Varsity.

Homepage banner advert (per week) - £100 + VAT
Subpage banner advert (per week) - £50 + VAT



Digital Screens

The Students' Union building has four RedBus and six SubTV digital screens throughout the building, along with our own screen located in the reception area. These screens are a great way for you to share your messages with the students and staff that use our building throughout the day, and with the students using our bar, The Hangar, in the evenings.

1 week of SubTV - £100 + VAT

1 week of RedBus - £100 + VAT

1 week of SU screen - £100 + VAT

1 week of all screens - £200 + VAT

Flyer and Poster Drop

We have over 1,000 University of Worcester students living in our halls of residence on campus. Our team can distribute your posters and flyers across all of our halls, directly to the students themselves. We also have spaces within the SU building where you can display your printed media.

Poster drop

(**1,000** flyers and 30 A3 posters) - **£250 + VAT**

Wallplanner adverts

Each academic year, we print 2,500 A2 wallplanners to distribute during the Welcome Festival period. These are hugely popular with both our students and University staff, meaning your advert will be on their walls **throughout the year**.

Wallplanner logo (single-sided) - £50 + VAT

Wallplanner logo (double-sided) - £75 + VAT

Wallplanner Small advert (single-sided) - £100 + VAT

Wallplanner Small advert (double-sided) - £150 + VAT

Wallplanner Large advert (single-sided) - £200 + VAT

Wallplanner Large advert (double-sided) - £300 + VAT

SEMESTER 1 2023-24

Turn over for Semester 2

MEET YOUR FULL-TIME OFFICERS!

TO DO:

- ☐ Visit the Welcome Fair
- ☐ Go to an event in The Hangar
- ☐ Attend the Colour Mix
- ☐ Take part in RAG Week
- ☐ Join a Club, Society, or Network
- ☐ Sing a song at Funky Friday

GET IN TOUCH:

studentunion@worc.ac.uk 01905 543210 worcscu.com

HANGAR INFO:

Opening Hours: MON - FRI 12 PM - 12 AM, SAT 12 PM - 10 PM, SUN Closed

@TheHangarSU

WICKED WEEKDAYS

WEDNESDAY 12 PM - 12 AM

THURSDAY 12 PM - 12 AM

FRI 12 PM - 12 AM

SAT 12 PM - 12 AM

SUN 12 PM - 12 AM



Onsite promotion

The Students' Union building has a footfall of approximately 650 students and staff per day. Our main social space and bar is The Hangar, one of the most popular places on campus for students and staff to socialise and come on their breaks.

You can capitalise on this footfall by booking a promotional stall inside the SU and interacting with our students face-to-face. Space is available in the welcome area of the SU, downstairs in The Hangar, or outside in our garden area.

Onsite promotional stall (1 day) - £150 + VAT

Venue hire (daytime) - £500 + VAT

Venue hire (evening) - £500 + VAT

Venue Hire

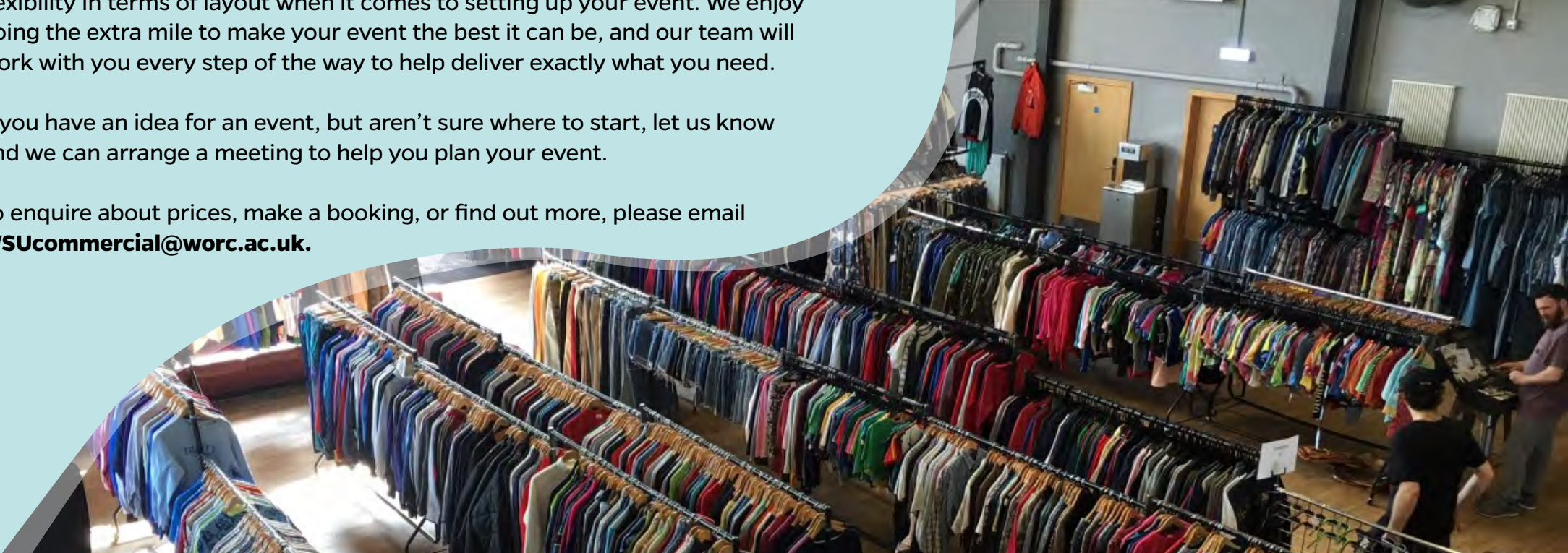
Located at the centre of our St John's Campus, The Hangar is our on-campus bar and is the place for students to go when they want to relax and unwind, day or night. Our dedicated Venue and Events team take pride in making every event at The Hangar a special experience, whilst still providing exceptional value for money.

The Hangar is available for private hire, whether it's for a large-scale promotion or activation, pop-up shop or sale, club night takeover, private party, and everything in between. In the past we've hosted clothing and poster sales, sip and paint evenings, product giveaways, takeovers of The Hangar bar, and a whole lot more.

Our downstairs space measures 38 feet by 40 feet and we can offer great flexibility in terms of layout when it comes to setting up your event. We enjoy going the extra mile to make your event the best it can be, and our team will work with you every step of the way to help deliver exactly what you need.

If you have an idea for an event, but aren't sure where to start, let us know and we can arrange a meeting to help you plan your event.

To enquire about prices, make a booking, or find out more, please email WSUcommercial@worc.ac.uk.





Every year, our sports clubs participate in the **Varsity** competition with the University of Gloucestershire. This is one of our most popular and widely attended events of the year and typically takes place in late-March.

Varsity is a great opportunity to get your brand in front the student audience, with over **1000** students attending fixtures in 2024. Our showcase fixture is Worcester Wednesday, held at the University of Worcester Arena, with a full day of sporting action and over **600** fans attending each year.

Full sponsorship - £5000 + VAT

Worcester Wednesday sponsorship- £3000 + VAT

Promotion includes;

- Your logo on printed and digital materials
- Additional social media promotion
- Promotional stall at selected fixtures
- Promotional displays and banners at selected fixtures.

Bespoke Varsity sponsorship packages are available depending on your requirements.



Club and Society Sponsorship

The Students' Union currently supports over **40** sports clubs and **40** general interest societies, with more than **1000** student members in these groups.

Sponsorship of a club or society is a great way for you to connect directly with our students and promote your brand within the TeamWorc community.

Sponsorship agreements are tailored to each specific student group. You can view a full list of our clubs and societies on the Students' Union website at **www.worcsu.com/sports_activities**.



Partner Packages

Want to reach our students all year round? Our partner packages are the perfect opportunity to advertise everything you do across the entire academic year, and make a big saving on the total cost of your promotion.

Don't see something you want included in our packages?
Just let us know and we can create a specific package tailored to your needs.

Get in touch with us via **WSUcommercial@worc.ac.uk**.

Gold Package - £2,000 + VAT

- Premium Welcome Fair stall
- One week of digital media promotion (per semester)
- Two Facebook posts (per semester)
- Two Instagram posts (per semester)
- One onsite promo stall (per semester)
- One poster drop (per semester)
- One large wallplanner advert

Silver Package - £1,000 + VAT

- Standard Welcome Fair stall
- One week of digital media promotion (per academic year)
- Two Facebook posts (per academic year)
- Two Instagram posts (per academic year)
- One poster drop (per academic year)
- One small wallplanner advert

Bronze Package - £500 + VAT

- Standard Welcome Fair stall
- Two Facebook posts per academic year
- Two Instagram posts per academic year
- One wallplanner logo



Contact Us:

Email - WSUcommercial@worc.ac.uk

Call - 01905 543210

Visit online - www.worcsu.com

Facebook - @worcsu

Instagram - @worcsu